

He's a killer.

Note: Before filling in the names of the organization and organization spokesperson, you **MUST** contact them to obtain their permission to use their names in this press release, and you must get their approval for the language used in their quotes, and any changes or

additions they may require. Only after this is done can you send out the advisory.

CONTACT: [Name, Phone Number]

(ORGANIZATION'S NAME) WARNS ABOUT THE DANGERS OF HEATSTROKE

Heatstroke is the number one killer of children, outside of car crashes. That's why (ORGANIZATION'S NAME) has joined with the National Highway Traffic Safety Administration (NHTSA) to attempt to reduce these deaths by reminding parents and caregivers about the dangers of heatstroke and leaving children in hot cars. In 2014 there were at least thirty heatstroke deaths of children in vehicles.

"As outside temperatures rise, the risks of children dying from being left alone inside a hot vehicle also rises," said (LOCAL OFFICIAL). "One child dies from heatstroke nearly every 10 days from being left in a hot vehicle, but what is most tragic is that the majority of these deaths could have been prevented."

(ORGANIZATION'S NAME) urges all parents and caregivers to do these three things:

- 1) NEVER leave a child in a vehicle unattended;
- 2) Make it a habit to look in the backseat EVERY time you exit the car;
- 3) ALWAYS lock the car and put the keys out of reach. And, if you ever see a child left alone in a hot vehicle, call 911 right away.

If you are a bystander:

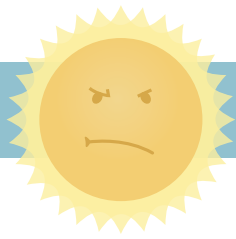
- 1) Always make sure the child is okay and responsive. If not, call 911 immediately.
- 2) If the child appears ok, you should attempt to locate the parents; or have the facility's security or management page the car owner over the PA system.
- 3) If there is someone with you, one person should actively search for the parent while someone waits at the car.
- 4) If the child is not responsive and appears in great distress, attempt to get into the car to assist the child, even if that means breaking a window.

Know the warning signs of heatstroke, which include: red, hot, and moist or dry skin; no sweating; a strong rapid pulse or a slow weak pulse; nausea; confusion; or acting strangely. If a child exhibits any of these signs after being in a hot vehicle, cool the child rapidly by spraying them with cool water or with a garden hose, NEVER an ice bath. Call 911 or your local emergency number immediately.

Children's body temperatures can rise up to five times faster than that of an adult,



**where's
baby?**
Look before you lock.



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and heatstroke can occur in temperatures as low as 57 degrees. On an 80-degree day, a car can reach deadly levels in just 10 minutes.

"59 percent of all vehicle-related heatstroke deaths in children are caused by a child accidentally being left in the car, and 29 percent are from a child getting into a hot car on their own," said (LOCAL OFFICIAL). "We want to get the word out to parents and caregivers, please look before you lock."